

MULTIMEDIA



UNIVERSITY

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# MULTIMEDIA UNIVERSITY

## FINAL EXAMINATION

TRIMESTER 3, 2021/2022

**LCS0015**  
**INTRODUCTION TO COMMUNICATION STUDIES**  
(All groups/sections)

8 AUGUST 2022  
9:00AM-11:00AM  
(2 Hours)

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### INSTRUCTIONS TO STUDENTS

1. This question paper consists of **FOUR** pages with **TWO** sections.
2. Answer **ALL** questions in the Answer Booklet provided.

**SECTION A: COMMUNICATION PROCESS [20 MARKS]****Instruction:** Answer ALL questions.

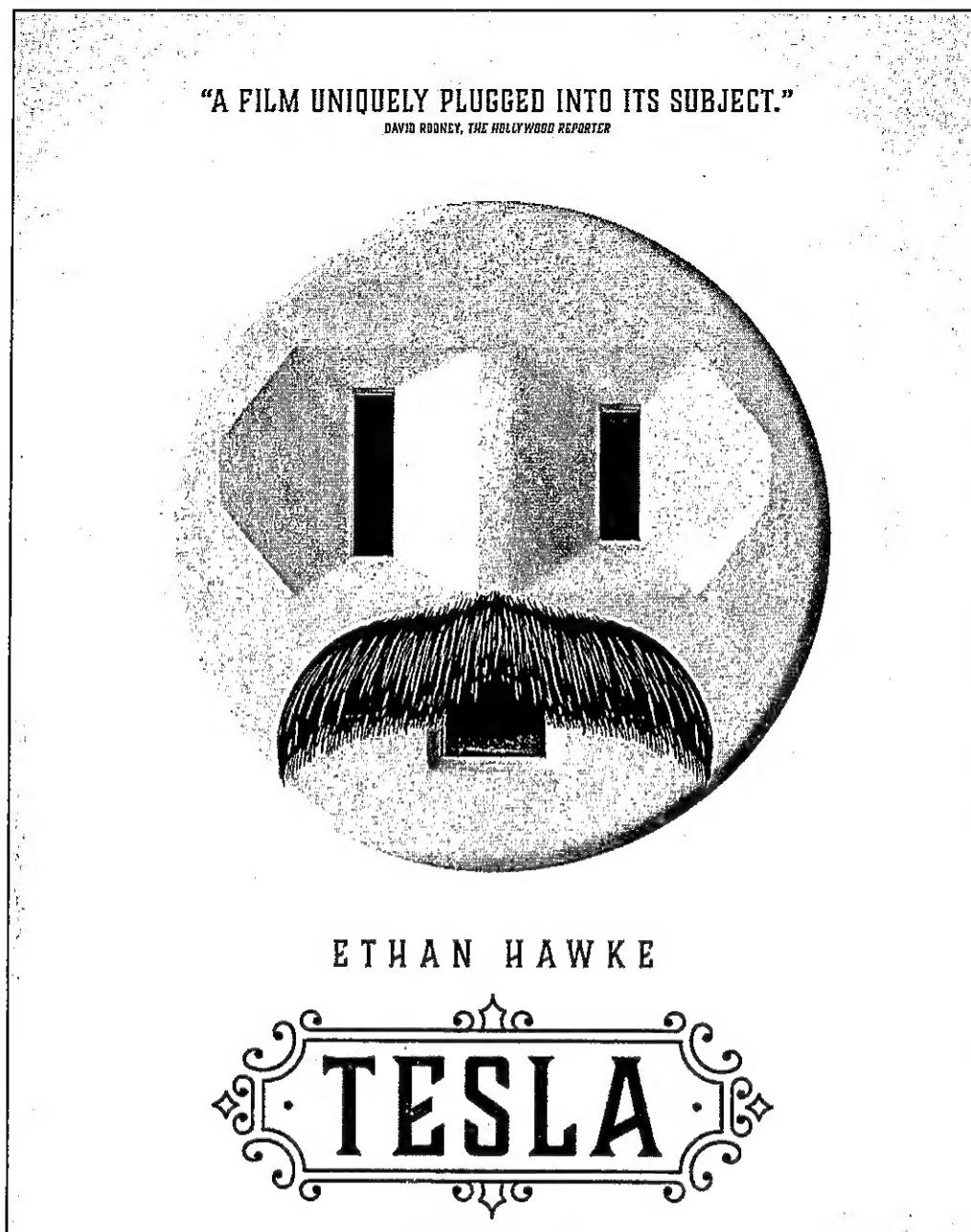
1. State **FOUR** (4) functions of communication. (2 marks)
2. a) List **FOUR** (4) principles of communication. (2 marks)  
b) Explain the importance of each principle listed. (4 marks)
3. a) Illustrate a model of communication process using **SIX** (6) communication concepts. (6 marks)  
b) Explain the relationship of each communication concept used in the illustration for 3(a). (6 marks)

**SECTION B: COMMUNICATION CONTEXTS [30 MARKS]****Instruction:** Answer ALL questions.

1. Analyse **ONE** (1) of the posters given in the following pages.
  - a) Identify **FOUR** (4) principles of communication that were used to design the poster. (4 marks)
  - b) Explain how each of the principle listed in 1(a) were applied in the poster. (4 marks)
  - c) Discuss the consequences if one of the principles listed above is not used or applied effectively in the poster. (2 marks)

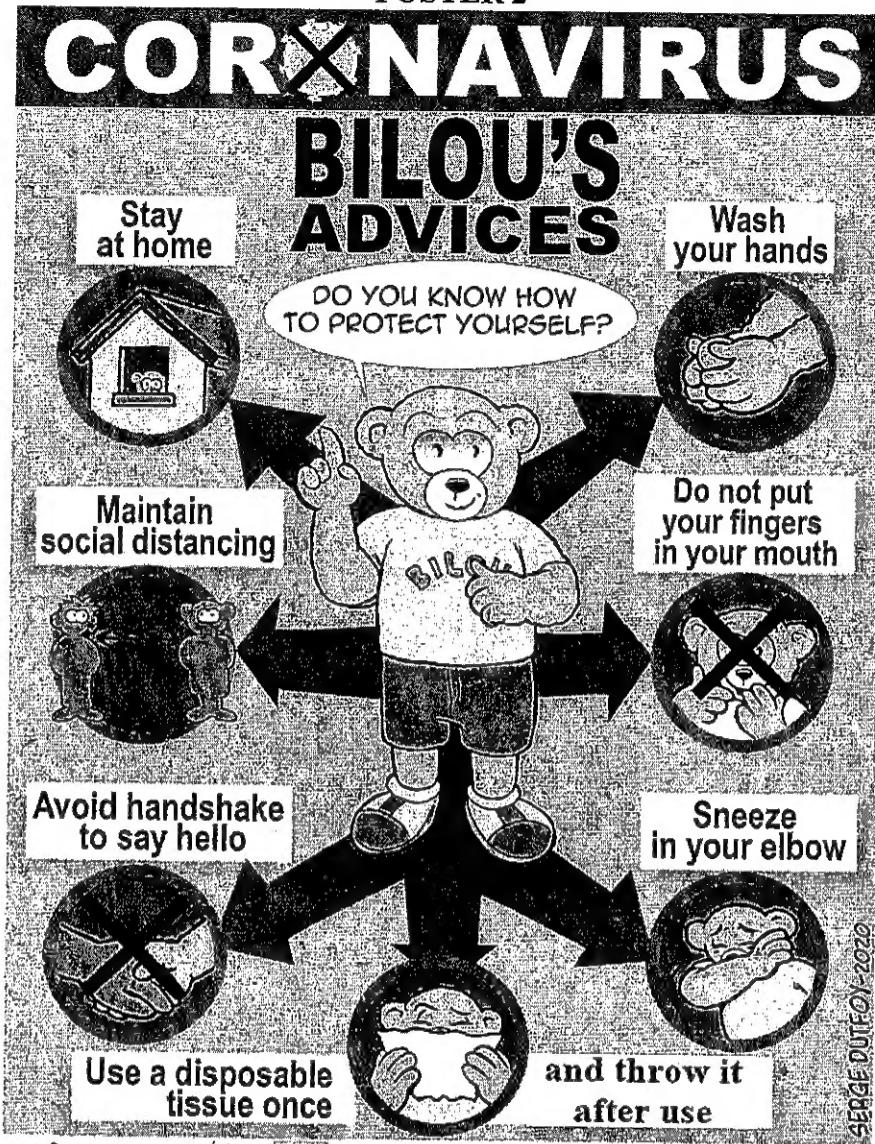
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## POSTER 1



Continued...

## POSTER 2



International Federation  
of Red Cross and Red Crescent Societies  
Global First Aid Reference Centre

Illustration offered by Serge DUFTOY

SERGE DUFTOY - 2020

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2. Analyse the statements provided below.

**STATEMENT 1:**

Women prefer to use conversation for rapport building

**STATEMENT 2:**

Men prefer to use talk primarily to preserve independence and status by displaying knowledge and skills

- a) Identify **TWO (2)** principles of communication that are used by **EACH** gender to support the statements given. (4 marks)
- b) Explain how each of the principle listed in 2(a) is used to support the statements given. (4 marks)
- c) Discuss the consequences if one of the principles listed above is not used or applied effectively in a conversation between genders. (2 marks)

3. Small groups have to start somewhere. Analyse the Phases of Group Development provided below.

Phase 1	Forming
Phase 2	Storming
Phase 3	Norming
Phase 4	Performing
Phase 5	Adjourning

- a) Identify **ONE (1)** principle of communication that can be used in **FOUR (4)** of the phases above. (4 marks)
- b) Explain how each principle listed in 3(a) is used to support each phase. (4 marks)
- c) Discuss the consequences if one of the principles listed above is not used or applied effectively in a conversation in a small group setting. (2 marks)

**End of Paper**

